WHAT IS CLAIMED IS:

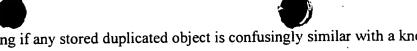
- 1. A method for discovering from a database an object which is confusingly similar with a known object comprising:
 - a) searching a database for objects;
 - b) providing a known object; and
 - c) determining if any object in the database is confusingly similar with the known object.
- 2. The method of Claim 1 additionally comprising duplicating the objects from the database to produce duplicated objects; and storing the duplicated objects to produce stored duplicated objects.
- 3. The method of Claim 2 additionally comprising determining the degree of similarity of any stored duplicated object with the known object.
- 4. The method of Claim 1 wherein said objects are selected from the group consisting of graphic images, videos, audio sounds, and mixtures thereof.
- 5. The method of Claim 1 wherein each of said objects is an intellectual property selected from the group consisting of logos, trademarks, service marks, and mixtures thereof.
 - 6. The method of Claim 1 wherein said database comprises the Worldwide Internet.
- 7. The method of Claim 1 wherein said searching a database comprises searching the database with a web crawler.
- 8. The method of Claim 7 wherein said web crawler sweeps the database including the worldwide Internet by following hyperlinks contained in web site elements.
- 9. The method of Claim 7 wherein said web crawler sweeps web sites that are not linked.

- 10. The method of Claim 7 wherein additionally comprising duplicating URLs and hyperlinks for the objects.
 - 11. The method of Claim 10 additionally comprising storing URLs for the objects.
- 12. The method of Claim 1 wherein said determining if any object is confusingly similar with the known object comprises determining if the object is one or more of a video, an image, an audio sound.
- 13. The method of Claim 1 wherein said determining if any object is confusingly similar with the known object comprises determining if all of the necessary metadata is available for any of the stored duplicated objects.
- 14. The method of Claim 1 where said determining if any object is confusingly similar with the known object comprises developing necessary metadata for any of the objects.
- 15. The method of Claim 1 wherein said determining if any object is confusingly similar with the known object comprises performing one or more of the following process steps:
 - a) conducting an optical character recognition analysis on the object;
 - b) conducting a facial analysis on the object;
 - c) conducting a watermark analysis on the object;
 - d) conducting a signature analysis on the object; and
 - e) conducting an object similarity analysis on the object;
- 16. A computer-readable storage medium storing program code for causing a processing system to perform the steps of:

searching a database for objects;

duplicating the objects from the database to produce duplicated objects;

storing the duplicated objects to produce stored duplicated objects; and



determining if any stored duplicated object is confusingly similar with a known object.

17. A system for discovering from a database an object which is confusingly similar with a known object comprising:

means for searching a database for objects;

means for duplicating the objects from the database to produce duplicated objects; means for storing the duplicated objects to produce stored duplicated objects; and means for determining if any stored duplicated object is confusingly similar with a known object.

- 18. The system of Claim 17 additionally comprising means for determining the degree of similarity of any stored duplicated object with the known object.
- 19. A system for discovering from a database an object which is confusingly similar with a known object comprising:

a search engine for searching a database for objects;

a duplicator coupled to the search engine for duplicating the objects from the database to produce duplicated objects;

a store coupled to the duplicator for storing the duplicated objects to produce stored duplicated objects; and

determining means, coupled to the store, for determining if any stored duplicated objects is confusingly similar with a known object.

- 20. The system of Claim 19 additionally comprising determining the degree of similarity of any stored duplicated object with the known object.
 - 21. A method comprising:

accessing a store that stores duplicated objects from an Internet database; and

determining if any of the duplicated objects stored in the store are similar with a known object.

- 22. A system operating in a computer networks having a service comprising determining if any stored duplicated objects which were duplicated from a database is confusingly similar with a known object.
- 23. A method for determining a degree of similarity between a known object and an object duplicated from a database comprising:

duplicating an object from a database to produce a duplicated object;
analyzing the content of the duplicated object to produce a matrix of numbers;
producing a model template from a known object;

comparing the model template of the known object with the matrix of numbers to determine the degree of similarity between the duplicated object and the known object.

- 24. The method of Claim 23 additionally comprising providing a threshold degree of similarity to set a standard for confusingly similarity between the known object and the duplicated object.
- 25. The method of Claim 24 additionally comprising displaying the degree of similarity if the degree of similarity is at least equal to the threshold degree of similarity.
- The method of Claim 25 wherein said analyzing the content of the duplicated object to produce a matrix of numbers comprises assigning a number for each pixel in the duplicated object.
 - 27. The method of Claim 26 wherein said duplicated object is a frame of a video.
 - 28. The method of Claim 26 wherein said duplicated object is a logo.
- 29. The method of Claim 1 additionally comprising determining what region of the object the known object is located.





- 30. The system of Claim 19 wherein said search engine includes a web crawler.
- 31. The system of Claim 19 wherein said determining means comprises a comparison engine.